HARTFORD FIRST FOLLOW-UP INTERVIEW GUIDE

Thank you for coming here today---- Remember, there are no right or wrong answers. What is important is your honest feedback. Mention room, remember two-way mirror, no video or audio taping/colleague taking notes.

So, you left here last week with an Accord Smoking System. How did it go?

(If DID NOT smoke Accord, ask:) **Why did you choose not to smoke Accord?** *(Then go to Question *.)*

(If smoked Accord, CONTINUE)

What, if anything, did you like about the Accord Smoking System experience? *(Probe until unproductive)* **Anything else?**

What, if anything, did you dislike about the Accord Smoking System experience? *(Probe until unproductive)* **Anything else?**

Thinking specifically about Accord cigarettes:

Overall, to what extent do you like the cigarettes that you tried? Please give your answer on a 7 point scale where 7 means "Like Very Much" and 1 means "Don't Like At All".

Is this cigarette strong? Please give your answer on a 7 point scale where 7 means "Very Strong" and 1 means "Not At All Strong".

Is it hard to draw on this cigarette? Please give your answer on a 7 point scale where 7 means "Very Hard to Draw" and 1 means "Not At All Hard to Draw".

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Source: https://www.industrydocuments.ucsf.edu/docs/rgyj0001

How much taste does this cigarette have? Please give your answer on a 7 point scale where 7 means "A Lot of Taste" and 1 means "No taste".

Is this cigarette mild? Please give your answer on a 7 point scale where 7 means "Very Mild" and 1 means "Not At All Mild".

Is this cigarette harsh? Please give your answer on a 7 point scale where 7 means "Very Harsh" and 1 means "Not At All Harsh".

How would you rate this cigarette in comparison with your own brand? Please give your answer on a 7 point scale where 7 means "Identical" and 1 means "Completely Different".

*Now, thinking specifically about the cigarette brand you smoke most often:

Overall, to what extent do you like the cigarette brand you smoke most often? Please give your answer on a 7 point scale where 7 means "Like Very Much" and 1 means "Don't Like At All".

Is this cigarette strong? Please give your answer on a 7 point scale where 7 means "Very Strong" and 1 means "Not At All Strong".

Is it hard to draw on this cigarette? Please give your answer on a 7 point scale where 7 means "Very Hard to Draw" and 1 means "Not At All Hard to Draw".

How much taste does this cigarette have? Please give your answer on a 7 point scale where 7 means "A Lot of Taste" and 1 means "No taste".

Is this cigarette mild? Please give your answer on a 7 point scale where 7 means "Very Mild" and 1 means "Not At All Mild".

Is this cigarette harsh? Please give your answer on a 7 point scale where 7 means "Very Harsh" and 1 means "Not At All Harsh".

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OK, now let's switch back to the Accord Cigarette:

What is your opinion of the taste? *(If negative, ask if they can describe what they don't like.)*

About how many Accord cigarettes did you smoke?

Did you smoke Accord cigarettes only or did you smoke your own brand in addition to Accord? *[If only smoked Accord, go to "Places Smoked" table and ask only "Smoke Accord".]*

About how many of your own brand did you smoke?

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Source: https://www.industrydocuments.ucsf.edu/docs/rgyj0001

Assuming you were in places where smoking was permitted, please indicate if you would smoke Accord, smoke another cigarette brand, or not smoke at all. Please choose one action for each occasion.

	Smoke Accord	Smoke Another Brand	Does Not Apply
After meals	☐	☐	☐
At social events or parties	☐	☐	☐
At a bar or nightclub	☐	☐	☐
At work, at my desk or workstation	☐	☐	☐
At work, inside in designated smoking areas	☐	☐	☐
At work, only outside in designated smoking areas	☐	☐	☐
Inside my home when I'm alone	☐	☐	☐
All throughout my home when non-smokers are present	☐	☐	☐
Inside my home among family	☐	☐	☐
Only outside my home (i.e., in the yard, deck, garage)	☐	☐	☐
In my car when alone	☐	☐	☐
In my car with family or friends	☐	☐	☐
Away from home or work, performing usual activities during the week	☐	☐	☐
Out and about, away from home on the weekends	☐	☐	☐
When around non-smokers	☐	☐	☐
In non-smokers' home	☐	☐	☐
Only in certain rooms in my home	☐	☐	☐
On long trips in the car with non-smokers	☐	☐	☐

(After each situation/place where another brand is mentioned, ask:) **Any particular reasons why you chose another brand in these situations?**

When you left here with the Accord Smoking System, walk me through how you started smoking Accord.

How did it compare to what you expected?

What happened over time? What was the experience like?

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(PROBE) Things adjusted to?

Did you have any questions about any aspect of the Accord Smoking system?

(If yes, ask:) Did you address these or not? How did you address these questions? **Did you refer to any of the materials found inside the kit?** *(Probe: Owner's Guide, Quick Tips, CD Rom)*

Let's talk about charging the lighter. How did it go?

Let's talk about cartridge cleaning. How did it go? *(Probe to find out if they used the Cartridge Cleaner.)*

Did you have any questions about any aspect of the Cartridge Cleaner? *[If yes, ask:]* Were you able to work through the problem or not?

How many Accord cigarettes did you smoke between uses of the Cartridge Cleaner? *(Probe for a single number of cigarettes rather than a range)*

On a scale of 1 to 7, show me your overall liking of the Accord Smoking System at this point. *(SHOW LIKING CARD)* **And what are your main reasons for this choice?**

On a scale of 1 to 7, show me your overall interest in buying an Accord Smoking System. OK, and why is that? *(SHOW INTEREST IN BUYING CARD)*

On a scale of 1 to 5, show me your purchase intention in buying an Accord Smoking System, if it was available on the market today? *(SHOW INTENT TO PURCHASE CARD)*

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***Now that you know what comes with the Accord Smoking System, what would you consider to be a fair price? What would you be willing to pay?**

(If didn't smoke Accord or 1, 2, or 3 on the LIKING OR BUYING SCALE, ask:) **What would you want development to work on to improve the Accord Smoking System?** *THANK AND TERMINATE. COLLECT ACCORD SMOKING SYSTEM AND ANY UNSMOKED CIGARETTES (BE SURE ALL PIECES AND OWNERS GUIDES ARE RETURNED) ESCORT ADULT SMOKER TO RECEPTIONIST WHERE THEY WILL COMPLETE PART B OF QUESTIONNAIRE AND SIGN FOR RECEIPT OF INCENTIVE.*

(If 4, 5, 6, 7 on the INTEREST IN BUYING SCALE, ask:) **If you were to buy the Accord Smoking System, would you buy it <u>in addition</u> to your current brand or <u>in place</u> of your current brand?**

(If "in addition to," ask:) **During an average day of smoking, what percent of your cigarettes would be Accord and what percent would be your current brand?**

(If 4, 5, 6, 7 on the LIKING SCALE, ask:) **If you had the choice of an additional week home trial of the Accord Smoking System OR a carton of your own brand, which would you choose? Why?**

That's the end of our interview. I'm going to check with my note-taker to see if I've left out any questions.

(If chose Own Brand, say:) We will be giving you a check in the amount of $30.00 which you may use towards the purchase of a carton of cigarettes of your choice. *(If in-person interview) ESCORT TO RECEPTIONIST WHERE WHERE THEY WILL COMPLETE PART B OF QUESTIONNAIRE AND THEY WILL SIGN FOR RECEIVING A CHECK TO PURCHASE A CARTON OF THEIR OWN BRAND OF CIGARETTES AND A CHECK FOR THEIR INCENTIVE. (If telephone interview say:)* Please pack up your kit and any unsmoked cigarettes in the mailer provided, so that you can return them to us after this follow-up interview. Once we receive your package, a check for $60.00 will be shipped to you via UPS.

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(If chose Accord, say:) We will schedule you for a follow-up interview (telephone interview) in approximately 2 weeks. What time and day would be good for you? (If scheduled for an in-person follow-up, say:) Please bring your kit and any unsmoked cigarettes with you when you return.

If you would like more Accord cigarettes to evaluate before your next visit, please call us at 1-800-941-2929. Then you may come by this facility to pick up an additional carton.

ESCORT ADULT SMOKER TO RECEPTIONIST AND SCHEDULE TIME FOR A FOLLOW-UP INTERVIEW IN 2 WEEKS. RECEPTIONIST WILL RECORD APPOINTMENT DATE AND TIME ON BACK OF CONSUMER OPINION CENTER BUSINESS CARD FOR ADULT SMOKER.

RECEPTIONIST WILL HAVE ADULT SMOKER SIGN FOR RECEIPT OF INCENTIVE CHECK, RECORD CHECK # AND CHECK AMOUNT.

BE SURE THERE IS A SIGNED ACKNOWLEDGEMENT FORM FOR THE ADULT SMOKER'S FILE.

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